

SHORT DISCOVERIES FOR THE TRUTH SEEKERS

DISCOVERY INTERNATIONAL
EMEA



WARNER BROS.
DISCOVERY

FOR THE TRUTH SEEKERS

At Discovery, we inspire people to push themselves out of their comfort zone and experience different worlds full of compelling characters that feed their spirit of adventure. Our content is about entertainment, inspiration and motivation showing our viewers that anything is possible.

Renown series such as *How it's Made*, *Richard Hammond's BIG* and *The Explosion Show* are merely the tip of the iceberg. Ranging from finding fact in fiction to seeing the impossible made possible - we are here to glue our audience to the screen.

This is your chance to embed your story into the informative driven environment of Discovery's Science and Tech portfolio.



discovery+

Discovery



THE TRUTH SEEKERS

Discovery Science puts the wonders of science on display - from space exploration to everyday phenomena to cutting edge technology - brought to life by passionate experts & influencers.

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What is the meaning of life? Don't you believe there's a reason for us being here? We are, after all, such sophisticated creatures, the result of billions of years of evolution. Surely, life is about more than just our biological needs, more than the daily rat race. Is all the knowledge we've gained over the generations aiming toward some final goal? Is our existence just a fluke of nature, or are we here for a reason? - *Morgan Freeman - Through the Wormhole, Discovery+*

63.9%

of our viewers are 'open minded' when it comes to Science, Tech and Environment

49%

of our viewers are passionate about World Exploration

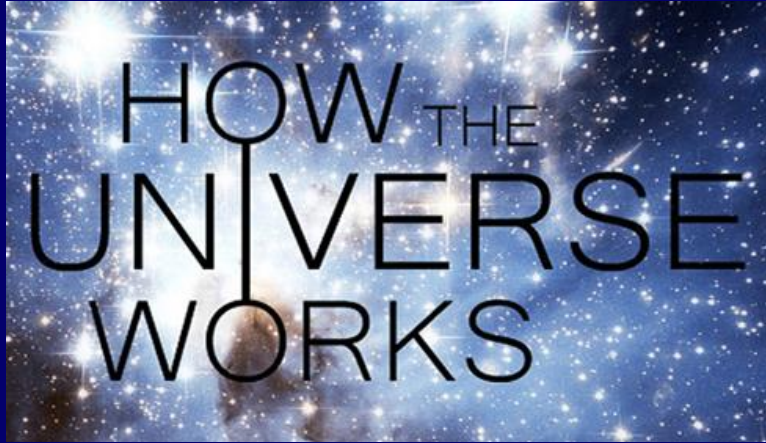
39%

of our viewers have a personal interest in Science

45%

of our viewers have a personal interest in Tech

PROGRAMMING ENVIRONMENT



SHORT DISCOVERIES CUSTOM CONTENT

Efficient. Short. Quick. Flexible. On brand. Digital first.

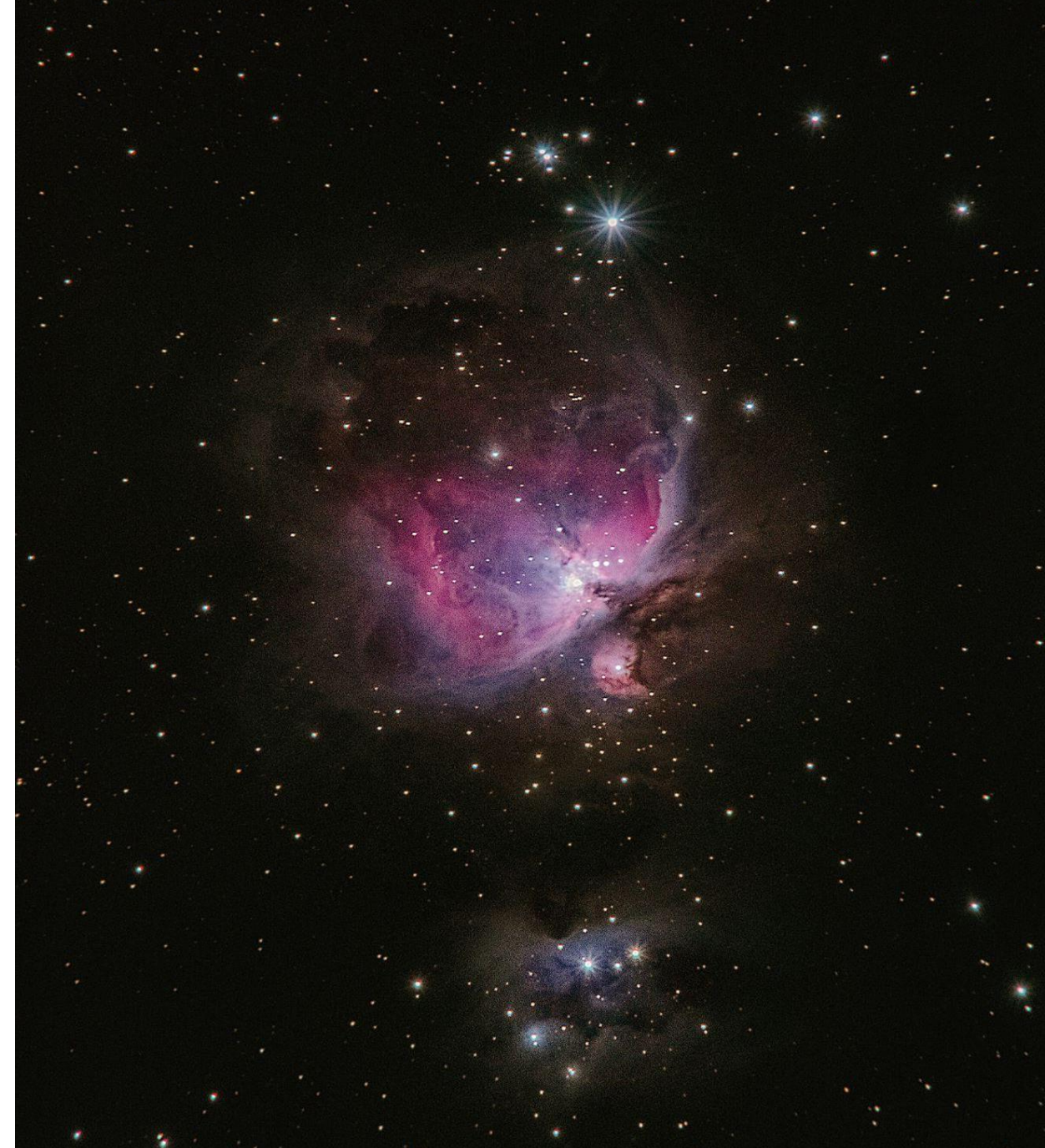
Short Discoveries is a short form content container made for partnerships. An opportunity to tell your story in a short (yet flexible) length, in the Discovery tone of voice. Produced by Discovery's finest in partnership with you.

Stop the scroll. Grab the attention. Spread the word.

- Added value production*
- Endless thematic opportunities
- Mirroring the tone and style of preferred Discovery IP
- Multiple lengths (~5 minute hero for social**, 60" versions for broadcast, 30" for pre-roll etc.)
- Ready for contextualisation by Group Nine
- Flexible scheduling – mix and match opportunities
- Talent. Experts. Innovators. Influencer.

* Starting from 500K USD minimum spend

** Subject to approval from Discovery's social teams



SHORT DISCOVERIES ASSETS & DISTRIBUTION



HERO FILM

Up to 5' long self contained short film for digital and social media distribution.

Social posts on Discovery Channel's social feeds with the partner handshake.

Available for partner's O&O.

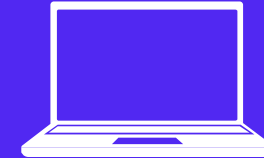


ADVERTORIAL

15", 30" and 60" cuts of the HERO film for commercial distribution (linear and digital).

Placement in the commercial breaks in relevant environment retaining audience attention and interest.

Suitable for pre-roll on Discovery's YouTube channels and in custom banner ads.



CONTENT HUB

A custom partnership hub can host the video content and additional features like image galleries, articles, behind the scenes clips and further insight into the partners brand and/or product.

All digital and linear activations can drive to the hub for further insight.

SHORT DISCOVERIES

SCIENCE+TECH THOUGHT STARTERS



WHATEVER NEXT

Have you ever tried VR? I did only a couple of months ago and my mind was blown. I played virtual tennis against an avatar alien and foresee a rematch soon.

I also felt dumbfounded not knowing just how far we've come since my flip phone was the pinnacle of cool in school.

From cellular devices, laptops, tablets and VR to digital NFTs, bitcoin and beyond - Whatever could be next in tech and how can we captivate potential consumers (like me) who figure it's far too complex to even contemplate when actually it's likely a lot simpler. - Perhaps as simple as putting on a pair of goggles.



GLOBAL WARMING WARNING

From the eco-focused series *Down to Earth* with Zac Efron to the documentary *Above and Beyond* that examines the role that NASA plays for our planet by investigating current and future initiatives - we at Discovery understand the importance of fact finding and truth telling.

The world is constantly warned of melting ice caps, forest fires and animal extinction so it's crucial to elevate these narratives in attempts to stir a reaction and response from our viewers.

The trajectory of our planet is shifting and our storytelling must keep up, there's a lot to shine a spotlight on around the world and we can bring the reality of the situation to people's sofas, together.



WOMEN IN TECH

"Outstanding women can function as inspirational examples of success. They demonstrate that it's possible to overcome traditional gender barriers, indicating to other women that high levels of success are indeed attainable." - Penelope Lockwood

Woman in tech go a long way back from Ada Lovelace (the first computer programmer) or Katherine Johnson, (who resolved the paths which allowed NASA's astronauts to land on the Moon) - incredible!! But, who are the women leading the charge in tech today and which women first inspired them?

Let's shine a spotlight on their motivational stories, push the boundaries of our imaginations and captivate the next generation of women.



CONSTELLATION CONSIDERATION

In 2021 NASA confirmed that the constellation Ophiuchus was to join the Zodiac. This shifted me from being a Scorpio which, I never related to - to a Virgo which is totally me! (humble and self-effacing - wink wink!)

What was it about Ophiuchus that was so special to warrant a spot on the astrological walk of fame? Why would the Babylonians ignore that the Sun actually moves through 13 constellations and not 12?

From hunting for Earth 2.0, why Pluto was stripped of its planet status and re-testing astrology as a pseudoscience - there are as many space-centric stories out there as there are stars in the sky so let's seek them out, re-join the dots and discover new possibilities.

Thanks